



1Q 2021 BRANSON CHAMBER/CVB UPDATE



PRESENTED BY:

Jason Outman, CDME, CASE
President/Chief Executive Officer
Branson/Lakes Area
Chamber of Commerce and CVB



CEO UPDATE

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- Participated in approximately **200 community partner meetings**
 - Launched a monthly stakeholder newsletter called **CEO Circle** highlighting each department
 - Added the **Live Shows tab** on the front page of the ExploreBranson website
 - Hired CFO by Design to conduct a **full organizational assessment** focused on organization policies, staffing levels, employee salaries, and financial practices
 - Organized a **by-laws subcommittee** to review, refresh, and adjust; recommended additions to the board including ex-officio positions for the Branson City Manager, Hollister City Manager, and the TCED President and restructuring the attractions board appointees to include three seats for the live shows and theaters.
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CEO UPDATE

C O N T I N U E D

GOOD MORNING, BRANSON MAYORAL DEBATE:

Special thanks to Larry Milton, Karen Best and Edd Akers for participating in the first Good Morning, Branson Mayoral Debate presented by Ballparks of America and the Babe Ruth League. Focused on key community issues, like the Tourism Tax renewal, workforce development, and affordable housing, more than 80 people attended in person, and the online stream of the event had more than 4,300 engagements.

CEO UPDATE

C O N T I N U E D

TOURISM TAX VIDEOS/DIGITAL ADVERTISING:

Special thanks to the following community members for assisting with the video campaign on the Tourism Tax renewal: Steve and Raeanne Presley; Mike Patrick; Craig Wescott; Clay Cooper; Blake Robbins; Phil Cox

The video campaign was strategically advertised. Here are the combined highlights:

- Impressions: 158,121
 - Reach: 36,696
 - Video Completion Rate: 50.1% (viewed to completion 19.6k times)
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CEO UPDATE

C O N T I N U E D

IMAGINEBRANSONMO.COM LAUNCH:

This new website is targeted at addressing the community's workforce shortage. Imagine Branson has more than 20 stories highlighting reasons to Live, Work and Invest in the Branson/Lakes Area. Businesses can also post job openings for FREE.

CEO UPDATE

C O N T I N U E D

GOVERNOR PARSON TO SPEAK AT CHAMBER STATE OF THE STATE LUNCHEON:

Missouri Governor Mike Parson is scheduled to be the keynote speaker at the State of the State Luncheon on June 7 at the Chateau on the Lake Resort, Spa and Convention Center.

MARKETING UPDATE

PROOF CHOSEN TO BE NEW CREATIVE AGENCY

- 1Q required Creative RFP process per contract with TCED
 - RFP went out to 19 agencies with 15 responses
 - MOC Creative Subcommittee narrowed responses from 15 to 5
 - Presentations were received virtually from each of the 5 agencies
 - Creative Subcommittee narrowed the responses from 5 to 2
 - The final two agencies gave in-person presentations
 - Proof was unanimously chosen by MOC Creative Subcommittee and the Branson Chamber/CVB team
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MARKETING UPDATE

CAMPAIGN FOR SUMMER TRAVELERS, MAY-JULY



Social Content

FEED POSTS- TEXT POSTS, UGC, PHOTOS



PHOTOS

From our library, photos showcasing summer escapes, live shows, adventures, thrills, high energy etc.



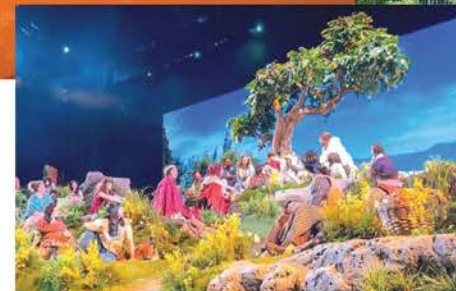
UGC Photos:

Adventures, summer action shots, attractions, fun, relevant photos within our bright and vibrant summer theme.



TEXT POSTS

believe statements or "saving" posts with tips for planning, inspirational quotes, testimonials, and links to articles.



let's go · live shows · sunshine · escape

MAY 2021

MARKETING UPDATE

C O N T I N U E D

TOP VISITATION CITIES FOR 1Q

- | | | |
|---|---|----------------------|
| 1. Springfield | 7. Tulsa | 14. Shreveport |
| 2. Little Rock | 8. Columbia-Jefferson City | 15. Memphis |
| 3. Kansas City | 9. Oklahoma City | 16. Chicago |
| 4. Northwest Arkansas-
Fayetteville, Ft. Smith,
Bentonville, Rogers | 10. Paducah-Cape Girardeau-
Harrisburg | 17. Des Moines |
| 5. St. Louis | 11. Dallas-Ft. Worth | 18. Topeka |
| 6. Joplin-Pittsburg | 12. Wichita-Hutchison | 19. Houston |
| | 13. Jonesboro | 20. Monroe-El Dorado |

***MOST MARKETS WITHIN 300 MILES**

**THIS IS AN
INTERACTIVE SLIDE
THAT WILL BE
DISPLAYED DURING
THE MEETING.**

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MARKETING UPDATE

CONTINUED

EXPLOREBRANSON.COM – TOP PAGES VIEWED

PAGE	PAGEVIEWS	AVG. TIME ON PAGE
/things-to-do	145,387	00:01:41
/homepage	130,793	00:00:55
/list/top-ten-attractions-branson	114,814	00:02:55
/shows	98,808	00:01:34
/article/new-shows-branson-2021	89,753	00:02:04
TOTAL WEBSITE VIEWS 1Q 2021	2,234,340	00:01:43

MEETINGS & CONVENTIONS UPDATE

2021 Q1 HIGHLIGHTS

ECONOMIC IMPACT

2,442

ROOM NIGHTS (ACTUALIZED BUSINESS)

\$1,310,153

ESTIMATED ECONOMIC IMPACT (ACTUALIZED BUSINESS)

524

JOBS SUPPORTED (ACTUALIZED BUSINESS)

7,412

ROOM NIGHTS BOOKED (FUTURE BUSINESS)

\$5,111,142

ESTIMATED ECONOMIC IMPACT (FUTURE BUSINESS)

1,202

JOBS SUPPORTED (FUTURE BUSINESS)

REASONS FOR LOST BUSINESS: Unspecified, Cancelled

Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator.

MEETINGS & CONVENTIONS UPDATE

“BIG” EVENTS BOOKED FOR THE FUTURE

- American Quilters Society – Quilt Week, March 2022, 2023, 2024, 3000-5000 attendees
 - National Beta Club – MO State Beta Club Jr & Sr Convention, March, 2023, 2024, 2025, 2000 attendees, 2125 room nights
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MEETINGS & CONVENTIONS UPDATE

C O N T I N U E D

UPCOMING “BIG” EVENTS

- Phil Waldrep – Women of Joy Conference – October 2021, 4000 attendees, 1200 room nights
- Campground Owners Association- Conference and Tradeshow, December 2021, 1500-2000 attendees from 15 states

CONFERENCES ATTENDED OR SPONSORED 1ST QUARTER

- RCMA Emerge – Sponsorship with EMERGENCY logo bags given to all attendees, 42 cyber appointments
 - Wisconsin Association Campground Owners – Conference & Tradeshow
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MEETINGS & CONVENTIONS UPDATE

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SPORTS UPDATE

C O N T I N U E D

“BIG” EVENTS BOOKED FOR THE FUTURE

- NuWay Combat (*Wrestling and Jiu Jitsu*)
 - June 11-13
 - 3 v 3 Live (*Soccer*)
 - August 14
 - Triple Crown's Branson Scenic Showcase
 - November 5-7
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SPORTS UPDATE

C O N T I N U E D

UPCOMING “BIG” EVENTS

- Powerboat’s Grand Prix Series on Lake Taneycomo
 - May 15-16 | June 19-20 | July 24-25
 - National Youth Fishing Association (NYFA)
High School and Pro-Team tournaments on Table Rock Lake
 - May 1-2
 - Sat = 120+ boats; Sun = 350+ boats
 - 1500+ spectators
 - Talent on Parade – National Finals
 - June 13-19 | Mansion Theatre
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SPORTS UPDATE

C O N T I N U E D

\$4.3 million Johnny Morris Bass Pro Shops U.S. Open National Bass Fishing Amateur Team Championships

- US Open Bowfishing on Bull Shoals, Table Rock and Truman
May 1-2 on Table Rock Lake (*nighttime tournament*)
 - 6:00 pm, Saturday = Take Off from BPS Shooting Academy
 - 8:00 pm, Saturday = Start Time on the Water
 - 8:00 am, Sunday = Final Weigh-In
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LEISURE GROUP SALES UPDATE

ONE FAM WAS SCHEDULED FOR 2021

Due to overwhelming demand, a second FAM was added to accommodate as many travel buyers as possible:

- April 27-30 | 90 travel buyers representing 50 organizations
 - June 1-4 | 79 travel buyers representing 49 organizations
 - The attendees are Tour Operators, Travel Agents, AAA Travel Offices, Bank Travel Clubs, Church Groups, Student Tour Operators, Military Reunion Planners, Parks Dept., and Retirement Communities representing 30 different states
 - 20 of these group travel organizations have NEVER been to Branson before.
 - Each was required to complete a company profile and they plan to book for 2021 and/or 2022
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PR UPDATE

ROI FOR 1Q 2021 IS 35:1

3 PRESS RELEASES WITH AUDIENCES TOTALING 186,097,306:

- Burgeoning Branson Golf Destination Beckons Visitors for Spring Break and Beyond
- Explore Branson – Inside and Out – This Spring
- What's New in Branson, Missouri for 2021

TOP 3 VIEWED ARTICLES

Forbes | Feb. 3

Do You Like Fishing? \$4.3 Million Now Up For Grabs For Amateur Anglers

REACH 76M

Forbes | Feb. 22

Top Ten Best Places In America To Travel Right Now And Avoid The Pandemic

REACH 83M

Travel – MSN.com | Feb. 28

Ranked: every US state's most beautiful small town

REACH 67M

A cowboy in a red and silver outfit with a cowboy hat, holding a lasso and waving, with the text "Thank You!" overlaid.

Thank You!